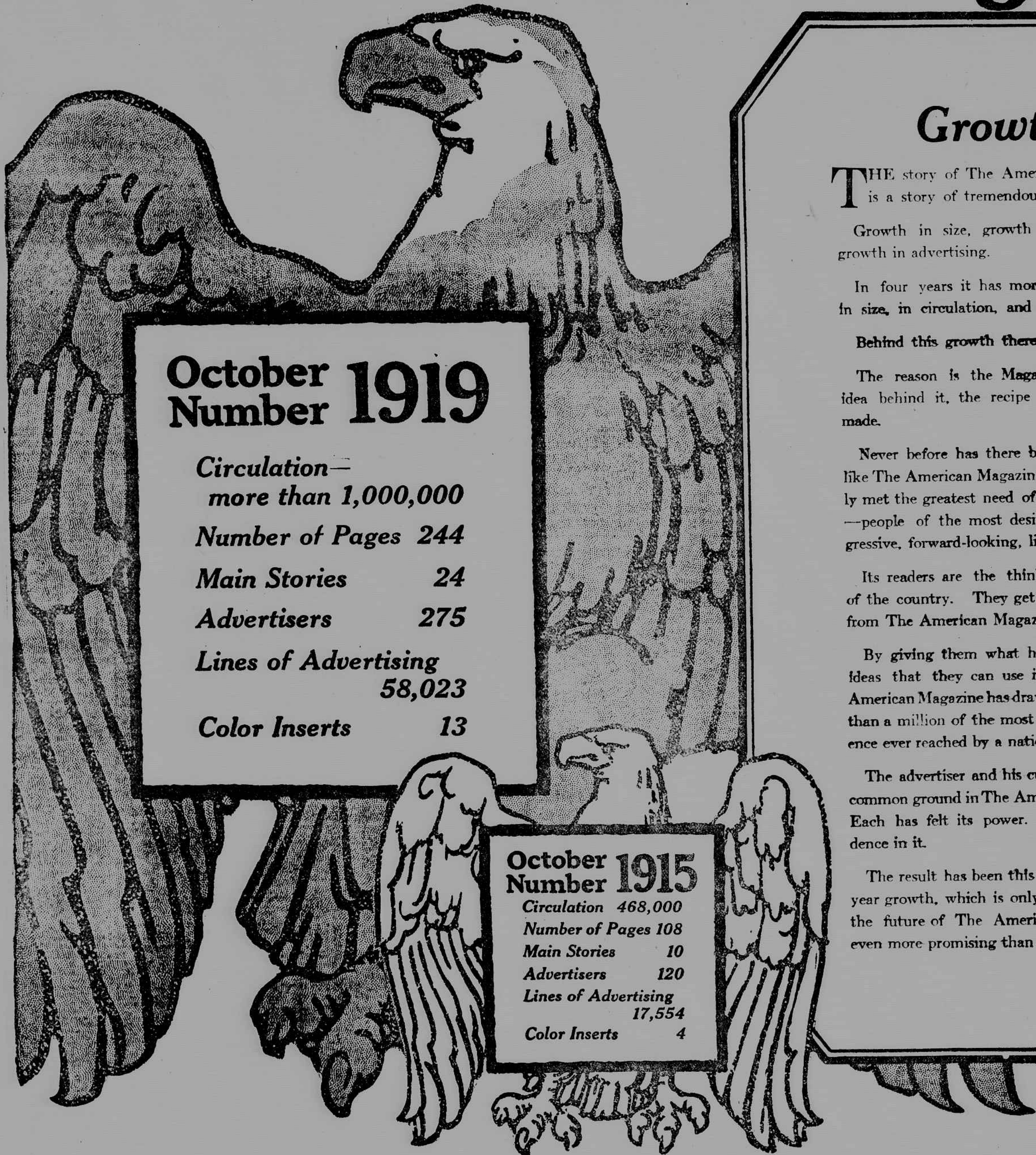


# A smashing 4-year record and still soaring



## October 1919 Number

*Circulation—*  
*more than 1,000,000*

*Number of Pages* 244

*Main Stories* 24

*Advertisers* 275

*Lines of Advertising*  
58,023

*Color Inserts* 13

## October 1915 Number

*Circulation* 468,000

*Number of Pages* 108

*Main Stories* 10

*Advertisers* 120

*Lines of Advertising*  
17,554

*Color Inserts* 4

## Growth

THE story of The American Magazine is a story of tremendous growth.

Growth in size, growth in circulation, growth in advertising.

In four years it has more than doubled in size, in circulation, and in advertising.

Behind this growth there is a reason.

The reason is the Magazine itself, the idea behind it, the recipe by which it is made.

Never before has there been a magazine like The American Magazine—that so exactly met the greatest need of so many people—people of the most desirable sort—progressive, forward-looking, live people.

Its readers are the thinkers—the doers of the country. They get their inspiration from The American Magazine.

By giving them what helps them most, ideas that they can use immediately, The American Magazine has drawn together more than a million of the most responsive audience ever reached by a national advertiser.

The advertiser and his customer stand on common ground in The American Magazine. Each has felt its power. Each has confidence in it.

The result has been this remarkable four-year growth, which is only a beginning, for the future of The American Magazine is even more promising than its past.



# The American Magazine

THE CROWELL PUBLISHING COMPANY, NEW YORK

20c a copy

WOMAN'S HOME COMPANION

THE AMERICAN MAGAZINE

FARM AND FIRESIDE

\$2.00 a year